

## **SCHEDULE CONTRACT**

### **AIMS: ADVERTISING AND INTEGRATED MARKETING SOLUTIONS**

**SIN 541-1 ADVERTISING SERVICES.**  
**SIN 541-1RC ADVERTISING SERVICES (DISASTER & RECOVERY).**  
**541-1000 OTHER DIRECT COSTS.**  
**541-1—RC OTHER DIRECT COSTS (DISASTER & RECOVERY).**

**CONTRACT NO. GS-23F-0254M**  
**JULY 29, 2012 THROUGH JULY 28, 2017**

**Metro Networks Communications, Inc.**

*Federal Services Office*  
8403 Colesville Road – 15<sup>th</sup> Floor  
Silver Spring, Maryland 20910

**Email: [GSASales@TTWNetwork.com](mailto:GSASales@TTWNetwork.com)**

**Phone: 240-747-5871**

[www.TTWNetwork.com](http://www.TTWNetwork.com)



**Doing business as:**

**Total Traffic & Weather Network, Total Traffic, 24/7 NewsSource, Sigalert**

**Total Traffic**  
& Weather Network

**Total Traffic**

**24/7**  
**NEWS**

**SIGALERT**

# TABLE OF CONTENTS



America Listens To Us.

Customer Information	3
Special Notice to Agencies: Small Business Participation	4
SIN Summary Information and Terms	5
About Metro Networks	7
<b>ADVERTISING &amp; INTEGRATED MARKETING SOLUTIONS (AIMS)</b>	
Radio Network	8
Radio Pricing Information	9
U.S. MSA (Cities) List with Not to Exceed Pricing	10
Television Network	11
Television Pricing Information	12
U.S. DMA (Cities) & Station List	13
Web Network	18
Mobile & App Network	19
Development & Marketing Support	
Research	20
Messaging	21
Implementation	22
COR	23
Examples of Government Agency Successes	24

# CUSTOMER INFORMATION

Metro Networks Communications, Inc. is a large American business.

## Ordering Address:

Metro Networks Communications, Inc.  
8403 Colesville Road 15<sup>th</sup> Floor  
Silver Spring, Maryland 20910

## Contract Administration Point of Contact:

Ryan Rees  
240-747-5871  
GSASales@ttwnetwork.com

## Authorized Negotiators

Richard Flinn	Dave Skalka
240-747-5871	404-365-3089
Email: <b>GSASales@ttwnetwork.com</b>	

## Payment Address/Lockbox Information:

Metro Networks Communications, Inc.  
62301 Collections Center Drive  
Chicago, IL 60693-4494

**Data Universal Numbering System (DUNS) Number:** 957181555

**Taxpayer Identification Number (TIN):** 52-1124973

**Payment Terms:** Net 30 days. 2% Discount 20 days.



# SPECIAL NOTICE TO AGENCIES



## Small Business Participation

The U. S. Small Business Administration (SBA) strongly supports the participation of small business concerns in the Federal Supply Schedules Pro-gram. To enhance Small Business Participation, SBA policy allows agencies to include in their procurement base and goals, the dollar value of orders expected to be placed against the Federal Supply Schedules, and to report accomplishments against these goals.

For orders exceeding the micro-purchase threshold, FAR 8.404 requires agencies to consider the catalogs/pricelists of at least three schedule contractors or consider reasonably available information by using the GSA Advantage!™ on-line shopping service ([www.GSAAdvantage.gov](http://www.GSAAdvantage.gov)). The catalogs/pricelists, GSA Advantage!™, and the Federal Supply Service Home Page ([www.fss.gsa.gov](http://www.fss.gsa.gov)) contain information on a broad array of products and services offered by small business concerns.

This information should be used as a tool to assist ordering activities in meeting or exceeding established small business goals. It also should be used as a tool to assist in including small, small disadvantaged, and women-owned small businesses among those considered when selecting price lists for a best-value determination.

For orders exceeding the micro-purchase threshold, customers are to give preference to small business concerns when two or more items at the same delivered price will satisfy their requirement.

# SPECIAL ITEM NUMBER (SIN) SUMMARY INFORMATION

## Advertising & Integrated Marketing Solutions (AIMS)

Category of Items	SIN No.	Description
Advertising Services	541-1	Advertising Services.
	541-1RC	Advertising Services (Disaster & Recovery).
	541-1000	Other Direct Costs.
	541-1000RC	Other Direct Costs (Disaster & Recovery).

1a. SINS Awarded: 541-1, 541-1RC, 541-1000, 541-1000 RC.

1b. Identification of the lowest unit price: Please see Price List.

2. Maximum Order: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage: Please see Price List.

5. Points of Production: Washington, DC and San Antonio, Texas.

6. Discount for list prices or statement of net price. Please see Price List.

7. Quantity Discounts: 2% on single orders of \$250,000 or greater.

8. Prompt Payment Terms: 2% 20 days.

9a. Government purchase cards are accepted up to the micro-purchase level.

9b. Government purchase cards are accepted above the micro-purchase threshold.

10. Foreign Items: Not Applicable.

11a. Time of Delivery: 3 days.

11b. Expedited Delivery: Not Applicable.

11c. Overnight and 2-day delivery: Not Applicable.

11d. Urgent Requirements: Not Applicable.

12. FOB Point(s): Destination

13. Ordering address: Metro Networks, 8403 Colesville Road, 15th Floor, Silver Spring, MD 20910

14. Payment address: 62301 Collections Center Drive, Chicago, IL 60693-449.4

15. Warranty Provision: Not Applicable.

16. Export Packaging Charges: Not Applicable.

17. Terms and conditions of Government purchase card acceptance: Not Applicable.

18. Terms and conditions of rental, maintenance, and repair: Not Applicable.

19. Terms and conditions of installation: Not Applicable.

20. Terms and conditions of repair parts: Not Applicable.

20a. Terms and conditions for any other services: Not Applicable.

21. List of service and distribution points: Not Applicable.

22. List of participating dealers: Not Applicable.

23. Preventative maintenance: Not Applicable.

24. Environmental attributes: Not Applicable.

25. Data Universal Number System (DUNS) number: 957181555.

26. Registration in System for Award Management (SAM): Registered.

# ABOUT METRO NETWORKS

***Quickly get your message out.***

## Live Radio & TV Real-Time Web & Mobile Traffic, News, Weather & Sports Reports.

Traffic, Weather, News & Sports content is among the most sought-after information needs of Americans. Metro Networks provides this real-time content to more Americans through Radio & Television Stations and Web & Mobile platforms than any other U.S. media enterprise.

**Simply put, we are America's Traffic & Weather and News leader.** Metro Networks does not brand its content to the public. Instead, we supply the content & locally well-known & trusted Reporters to our Radio, Television and Web affiliates who are heard & seen under our affiliate's own well-known brands.

Metro Networks, through its *Total Traffic & Weather Network*, *24/7 News Source Network*, *Sigalert & Total Traffic Websites* & *Mobile/App Network* has the 5<sup>th</sup> highest reach of Americans behind only CCME, Google, Facebook & CBS. Metro Networks offers exceptional targeted reach among the broad general public to include exceptional targeted reach capabilities for specific population diversity goals & cohorts.

Government Agencies gain truly unique opportunities through a single purchase to inform & educate Americans to recruit, promote programs, communicate messages, market public information services and announce new programs or services.



### Weekly Reach of Americans:

#### Adults 25-54 M>Su

Source: Nielsen Audio DMA Area.  
Fall Nationwide 2013.

Based on 4 week potential reach.

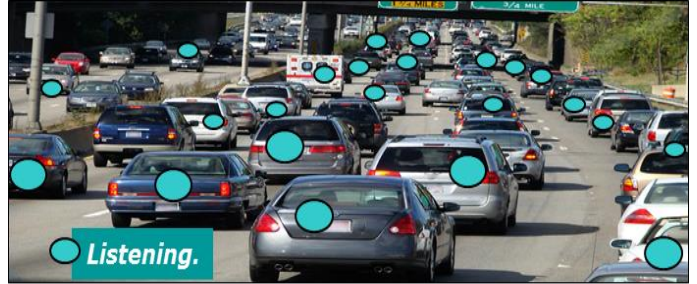
<b>Total U.S.</b>	<b>73.3%</b>
<b>Top 10 Cities</b>	<b>92.8%</b>
<b>Top 25 Cities</b>	<b>91.5%</b>
<b>Top 50 Cities</b>	<b>88.6%</b>
<b>Top 100 Cities</b>	<b>80.4%</b>
<b>Top 150 Cities</b>	<b>75.5%</b>

#### Top 20 Cities (DMA):

New York	90.0%
Los Angeles	93.0%
Chicago	89.1%
Philadelphia	90.5%
Dallas/Ft. Worth	89.3%
San Francisco	84.7%
Boston	87.1%
Washington, DC	87.6%
Atlanta	85.5%
Houston	89.2%
Detroit	91.6%
Phoenix-Prescott	92.6%
Seattle-Tacoma	83.2%
Tampa-St. Petersburg	82.8%
Minneapolis-St. Paul	81.9%
Miami-Ft. Lauderdale	89.4%
Denver	89.2%
Orlando-Daytona Beach	88.3%
Cleveland-Akron-Canton	88.3%
Sacramento-Stockton-Mod.	76.7%



# RADIO NETWORK



**From America's largest cities to smallest communities, traffic is an issue every day.**

Reports are primarily heard Monday through Friday during peak Rush Hours and include a live read Opening Billboard ("This Traffic Report is brought to you by YOUR FEDERAL AGENCY") followed by a live up-to-the-minute Report and an embedded live or pre-recorded 30 or 45 word message.

**In most markets we reach up to 95%+ of Adults 18+** and we will help you select the relevant Radio stations for your target based on demographics and qualitative (lifestyle/survey) psychographics, and by Radio formats, (by music, sports, news, talk, religious, etc.).

**Since reports are read live there are no production costs, no talent fees and no production delays.** You can supply pre-recorded messages instead, but research shows the most intrusive and effective form of persuasion is the word of a locally trusted Reporter.

Metro Networks does not brand its reports to radio listeners. **Our reports and Reporters are seen by the public as coming from the Radio station**

**A single message is embedded in Traffic Reports and read live by familiar, trusted Traffic Reporters.**

Station  
Programming

Your  
Billboard

Our  
Report

Your  
Message

Station  
Programming



# GSA PRICE INFO: RADIO

At any given time, each market has a specific “current market” price. The pricing is based on constantly changing conditions including the total number of Traffic, Weather, News & Sports Reports available in each specific city, the number currently available, the rate of sellout, the time of year, the number of sponsorships proposed and other market conditions.

**GSA pricing is based on a 10% discount off the unpublished pricing received by our best clients.** As a part of a written proposal to be provided to GSA buyers, Metro Networks will provide pricing based on our current “Best Customer” pricing less the 10% GSA Discount.

Current Market price is provided upon request. Additionally, GSA customers receive the following additional discounts:

- 1) **Quantity Discount:** An additional 2% discount on single orders that exceed \$250,000.
- 2) **Prompt Payment:** A 2% prompt payment discount for invoices paid in full within 20 days of date of invoice.

Metro Networks will accept the Government Commercial Credit Card.

Pricing includes the 0.075% Industrial Funding Fee.

**There are no additional travel time, airfare, material, labor, talent, production, studio, distribution, professional service or “other direct costs”.**

**For Current Pricing for specific situations, please contact:**  
**GSASales@TTWNetwork.com**

**For immediate needs, please call or e-mail:**  
**Richard Flinn    301-628-2470    richardflinn@TTWNetwork.com**

PRICING							
MARKET	"NOT TO EXCEED" ***	MARKET	"NOT TO EXCEED" ***	MARKET	"NOT TO EXCEED" ***	MARKET	"NOT TO EXCEED" ***
Albany	\$757,413	Denver	\$1,082,018	Madison, WI	\$541,009	Richmond	\$432,807
Albuquerque	\$703,312	Detroit	\$2,488,642	Memphis	\$649,211	Rochester	\$919,715
Allentown	\$216,404	El Paso	\$649,211	McAllen - Brownsville	\$649,211	Sacramento	\$1,082,018
Amarillo	\$238,044	Fairfield County	\$595,110	Miami	\$1,731,229	Salisbury/Ocean City MD	\$324,605
Atlanta	\$2,001,733	Fresno	\$703,312	Milwaukee	\$757,413	Salt Lake City	\$541,009
Austin	\$973,816	Grand Rapids	\$757,413	Minneapolis	\$1,514,825	San Antonio	\$595,110
Bakersfield	\$1,190,220	Greensboro, N.C.	\$703,312	Myrtle Beach	\$378,706	San Diego	\$1,027,917
Baltimore	\$1,460,724	Greenville, S.C.	\$486,908	Nashville	\$649,211	San Francisco/Santa Rosa	\$1,731,229
Birmingham	\$541,009	Hartford	\$486,908	New Orleans	\$919,715	San Francisco Bay	\$1,568,926
Boston	\$2,164,036	Honolulu	\$486,908	New York	\$4,057,568	San Jose/Monterey	\$757,413
Buffalo	\$973,816	Houston	\$1,623,027	Norfolk	\$432,807	Seattle	\$1,082,018
Charleston	\$378,706	Indianapolis	\$1,352,523	Ohio Statewide: 1X ea. Mkt	\$2,488,642	Spokane	\$378,706
Charlotte	\$919,715	Jacksonville	\$973,816	Oklahoma City	\$595,110	Springfield, MA	\$541,009
Chattanooga	\$432,807	Kansas City	\$703,312	Omaha	\$432,807	St. George, Utah	\$324,605
Chicago	\$2,272,238	Knoxville	\$486,908	Orlando	\$973,816	St. Louis*	\$1,460,724
Cincinnati	\$865,614	La Crosse	\$324,605	Philadelphia	\$2,272,238	Stockton	\$757,413
Cleveland	\$865,614	Las Vegas	\$541,009	Phoenix	\$1,406,624	Syracuse	\$919,715
Colorado Springs	\$649,211	Lexington	\$486,908	Pittsburgh	\$1,027,917	Tampa	\$919,715
Columbus	\$973,816	Little Rock	\$595,110	Portland	\$919,715	Tucson	\$486,908
Connecticut Statewide	\$1,352,523	Los Angeles	\$2,705,045	Portland, Me.	\$324,605	Washington DC \$	1,893,532
Dallas	\$1,514,825	Louisville	\$595,110	Providence	\$649,211	West Palm Beach	\$811,514
Dayton	\$703,312	Lubbock	\$486,908	Raleigh	\$811,514	Wichita Falls, TX	\$486,908
Daytona Beach	\$919,715			Reno	\$649,211	Wilkes Barre	\$270,505

\*\*\*Not to Exceed" Pricing based on 200 sponsorships per Market, Per Week, over 52 Weeks.

# TV NETWORK

**Total Traffic TV and Sigalert “3-screens” platform are the dominant provider of traffic tools & information to the television broadcast industry.**

Our Total Traffic and Sigalert platforms traffic Reports are primarily seen Monday through Friday during early morning, mid-morning and afternoon, early evening local Newscasts.

- Long-term contracts with top TV stations across the country.
- More than 300 TV stations nationwide.

Total Traffic provides stations with traffic information, mapping and graphics, traffic helicopter(s), on-air talent plus online applications. Stations use this vital information, tools and content to create their local news broadcasts.

Total Traffic owns generally 30-second inventory within those newscasts. This inventory is aggregated into a national unwired television platform for advertisers.

As with our Radio Reports, we do not brand our Reports supplied to TV affiliates. Instead, viewers perceive the content, Reporter and Aircraft as being the TV station's.

(Limited inventory, Commercial Spot Length varies by TV station; Video must be supplied to us).

**For Current Pricing for specific situations, please contact:**  
**GSASales@TTWNetwork.com**

**For immediate needs, please call or e-mail:**  
**Richard Flinn 301-628-2470**  
**richardflinn@TTWNetwork.com**

Schedule Contract GS-23F-0254M



## **SIGALERT**

**Total Traffic**



# GSA PRICE INFO: TV

At any given time, each market has a specific “current market” price. The pricing is based on constantly changing conditions including the total number of Traffic, Weather, News & Sports Reports available in each specific city, the number currently available, the rate of sellout, the time of year, the number of sponsorships proposed and other market conditions.

GSA pricing is based on a 10% discount off the unpublished pricing received by our best clients. As a part of a written proposal to be provided to GSA buyers, Metro Networks will provide pricing based on our current “Best Customer” pricing less the 10% GSA Discount.

We do not produce video and you must supply the video in acceptable formats.

Current Market price is provided upon request. Additionally, GSA customers receive the following additional discounts:

- 1) Quantity Discount: An additional 2% discount on single orders that exceed \$250,000.
- 2) Prompt Payment: A 2% prompt payment discount for invoices paid in full within 20 days of date of invoice.

Metro Networks will accept the Government Commercial Credit Card.

Pricing includes the 0.075% Industrial Funding Fee.

There are no additional travel time, airfare, material, labor, talent, production, studio, distribution, professional service or “other direct costs”.

# 1-10

Please note: DMA Rank, Market, Station and Station Affiliations are subject to change.  
Current information will be provided upon request.

DMA RANK	DMA (MARKET)	STATION	AFFILIATION
1	New York	WCBS	CBS
1	New York	WNBC	NBC
1	New York	WNYW	FOX
1	New York	WPIX	CW
3	Chicago	WBBM	CBS
3	Chicago	WFLD	FOX
4	Philadelphia	KYW	CBS
5	Dallas-Ft.Worth	KDFW	FOX
7	Boston (Manchr)	NECN	CABLE
7	Boston (Manchr)	WBZ	CBS
7	Boston (Manchr)	WCVB	ABC
7	Boston (Manchr)	WFXT	FOX
7	Boston (Manchr)	WHDH	NBC
8	Wash, DC (Hag)	NEWS8	CABLE
8	Wash, DC (Hag)	WHAG	NBC
8	Wash, DC (Hag)	WJLA	ABC
8	Wash, DC (Hag)	WNWS	CABLE
8	Wash, DC (Hag)	WTTG	FOX
8	Wash, DC (Hag)	WUSA	CBS
9	Atlanta	WATL	IND
9	Atlanta	WGCL	CBS
9	Atlanta	WSB	ABC
9	Atlanta	WXIA	NBC
10	Houston	KHOU	CBS
10	Houston	KPRC	NBC

# 11-25

DMA RANK	DMA (MARKET)	STATION	AFFILIATION
11	Detroit	WDIV	NBC
11	Detroit	WJBK	FOX
12	Phoenix(Prscot)	KNXV	ABC
13	Seattle-Tacoma	KCPQ	FOX
13	Seattle-Tacoma	KOMO	ABC
13	Seattle-Tacoma	KZJO	IND
14	Tampa-St P(Sar)	BAY NEWS 9	CABLE
14	Tampa-St P(Sar)	WTVT	FOX
14	Tampa-St P(Sar)	ZBN9	CABLE
16	Miami-Ft. Laude	WFOR	CBS
16	Miami-Ft. Laude	WPLG	ABC
16	Miami-Ft. Laude	WSVN	FOX
16	Miami-Ft. Laude	WTVJ	NBC
18	Orl-Dytn B-Mlbn	WESH	NBC
18	Orl-Dytn B-Mlbn	WFTV	ABC
18	Orl-Dytn B-Mlbn	WKCF	CW
18	Orl-Dytn B-Mlbn	WKMG	CBS
18	Orl-Dytn B-Mlbn	WOFL	FOX
18	Orl-Dytn B-Mlbn	ZCFN	CABLE
19	CleveInd-Ak(Cn)	WEWS	ABC
19	CleveInd-Ak(Cn)	WOIO	CBS
19	CleveInd-Ak(Cn)	WUAB	CW
21	St. Louis	KMOV	CBS
21	St. Louis	KSDK	NBC
24	Raleigh-Dur(Fy)	WNCN	NBC
25	Charlotte	WBTV	CBS
25	Charlotte	WCCB	FOX



# 26-40

DMA RANK	DMA (MARKET)	STATION	AFFILIATION
28	San Diego	KFMB	CBS
28	San Diego	KUSI	IND
28	San Diego	XETV	CW
29	Nashville	WKRN	ABC
29	Nashville	WSMV	NBC
29	Nashville	WTVF	CBS
30	Hartfrd&Nw Havn	WCTX	CW
30	Hartfrd&Nw Havn	WFSB	CBS
30	Hartfrd&Nw Havn	WTNH	ABC
31	Kansas City	KCTV	CBS
31	Kansas City	KMBC	ABC
31	Kansas City	KSMO	IND
32	Columbus, OH	WSYX	ABC
32	Columbus, OH	WTTE	FOX
33	Salt Lake City	KTVX	ABC
33	Salt Lake City	KUCW	CW
34	Milwaukee	WDJT	CBS
35	San Antonio	KABB	FOX
35	Cincinnati	WCPO	ABC
35	Cincinnati	WXIX	FOX
36	San Antonio	KENS	CBS
36	San Antonio	WOAI	NBC
37	Grvl-Spa-Ash-An	WHNS	FOX
37	Grvl-Spa-Ash-An	WLOS	ABC
38	West Plm Bch-FP	WFLX	FOX
38	West Plm Bch-FP	WPEC	CBS
38	West Plm Bch-FP	WPTV	NBC
39	Gr.Rapids-Kl-BC	WOOD	NBC
39	Gr.Rapids-Kl-BC	WZZM	ABC
40	Austin	KEYE	CBS
40	Austin	KTBC	FOX

# 41-65

DMA RANK	DMA (MARKET)	STATION	AFFILIATION
41	Oklahoma City	KOCO	ABC
42	Las Vegas	KVVU	FOX
43	Harrsburg-La-Lb-Y	WGAL	NBC
43	Harrsburg-La-Lb-Y	WHP	CBS
43	Harrsburg-La-Lb-Y	WPMT	FOX
44	Birmingham	WBRC	FOX
44	Birmingham	WIAT	CBS
45	Nrflk-Prt-Np Nw	WVEC	ABC
47	Albuq-Santa Fe	KASA	FOX
47	Albuq-Santa Fe	KRQE	CBS
48	Jacksonville	WAWS	FOX
48	Jacksonville	WJXT	IND
48	Jacksonville	WJXX	ABC
48	Jacksonville	WTEV	CBS
48	Jacksonville	WTLV	NBC
48	Jacksonville	WTLV / WJXX FCN	NBC
49	Louisville	WAVE	NBC
50	Memphis	WHBQ	FOX
51	New Orleans	WWL	CBS
52	Buffalo	WGRZ	NBC
52	Buffalo	WIVB	CBS
52	Buffalo	WNLO	CW
53	Providnc-N. Bed	WLNE	ABC
53	Providnc-N. Bed	WNAC	FOX
53	Providnc-N. Bed	WPRI	CBS
57	Richmond-Ptrsbg	WWBT	NBC
58	Albany-Sch-Troy	WTEN	ABC
61	Knoxville	WVLT	CBS
62	Ft. Myers-Napls	WBBH	NBC
62	Ft. Myers-Napls	WFTX	FOX
62	Ft. Myers-Napls	WZVN	ABC
64	Dayton	WDTN	NBC
64	Dayton	WKEF	ABC
64	Dayton	WRGT	FOX

# 66+

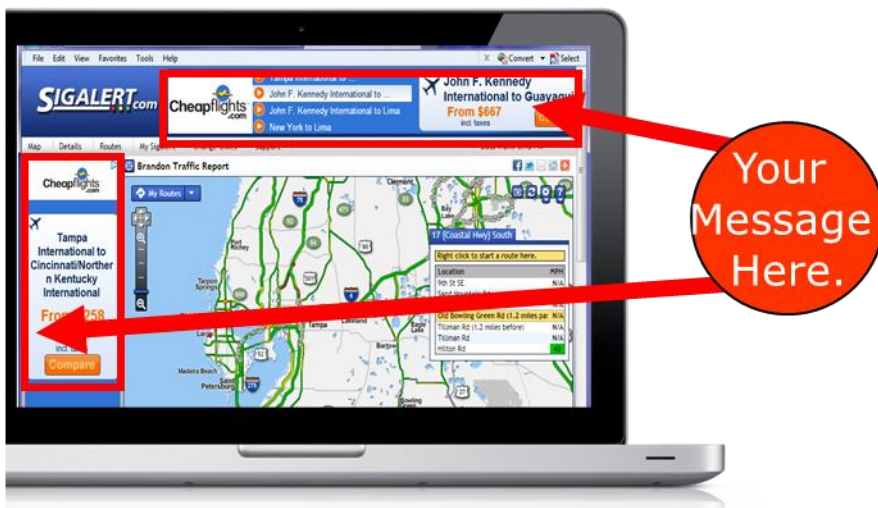
DMA RANK	DMA (MARKET)	STATION	AFFILIATION
69	Honolulu	KGMB	CBS
69	Honolulu	KHNL	NBC
76	Toledo	WTOL	CBS
76	Toledo	WUPW	FOX
77	Columbia, SC	WIS	NBC
79	Hntvle-Dctr(FI)	WAFF	NBC
81	Pdch-CP Gir-Har	KFVS	CBS
82	Shreveport	KSLA	CBS
83	Madison	WKOW	ABC
87	Chattanooga	WTVN	ABC
89	Colo Sprngs-Pbl	KKTU	CBS
89	Colo Sprngs-Pbl	KOAA	NBC
89	Colo Sprngs-Pbl	KXRM	FOX
92	Savannah	WTOG	CBS
93	Baton Rouge	WAFB	CBS
94	Jackson, MS	WLBT	NBC
108	Tyler-Longview	KLTV	ABC
109	Ft. Wayne	WANE	CBS
112	Augusta	WRDW	CBS
114	Springfld-Hlyok	WGGB	ABC
120	Montgomery, AL	WSFA	NBC
125	Monterey-Salnas	KSBW	NBC
131	Wilmington	WECT	NBC
151	Albany, GA	WALB	NBC
151	Albany, GA	WALB-DT (EALB)	ABC
156	Bangor	WVHI	ABC
167	Hatlesbrg-Lauri	WDAM-DT	ABC

# WEB NETWORK



Traffic, News, Weather & Sports content is provided to a variety of Websites operated by Radio & TV Broadcaster, National-Regional-Local News & Information Web-sites and mobile/smartphone WAP-Sites.

You provided creative is placed within Banner, Display and Takeover Ads along with Click-To-Call and Hyperlink, Audio-Visual capable. DMA-targeting capabilities, ComScore data support.



Ability to add in iHeartRadio.

# MOBILE/APP NETWORK

The Sigalert and Total Traffic apps allows you to embed your creative into live real-time mapping and traffic displays with an advance platform offering live camera views along routes, incident and speed & flow information. stores.

Your supplied creative is integrated into Banner, Click-to-Call and Hyper-link capabilities. Both apps are available for download in Apple iOS and Android app and among the most sought after app downloads.



Your Message  
Here.



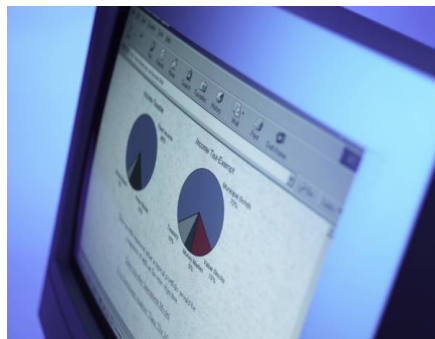
# DEVELOPMENT & MARKETING SUPPORT



## Our Research Support

Preparing your campaign and understanding the behavior of your targeted co-horts is aided by our state-of-the-art Research facilities and experts. With an understanding of your goals & objectives we'll provide valuable and insightful data through independent and highly regarded firms like GfK/MRI, Scarborough, Nielsen/Arbitron, RAB, Centraforce (Experian & others), BIA and our own proprietary resources of AuDIO, CCME, TTTN and more.

We also provide a team of experienced Research professionals to provide analytics and pre & post campaign projection measurements of how to deliver your message to the target(s) you want to reach.







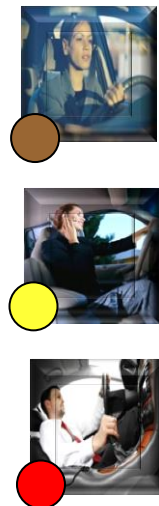
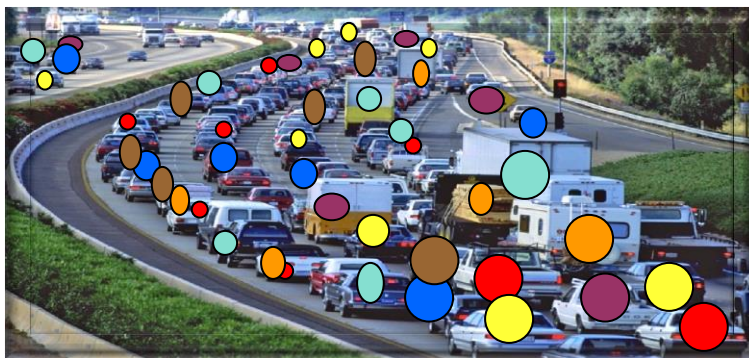
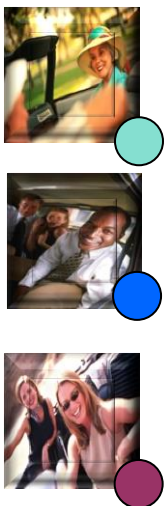
# DEVELOPMENT & MARKETING SUPPORT

## Our Messaging Support

At no cost to you we provide experienced and talented messaging staff and copy writers who will develop and offer a variety of messages to be heard on our Radio Network.

You can rotate various messages on one or all selected Radio stations by city, day, time of day, current Traffic or Weather conditions, and psychographics and demographics.

You can change your message quickly and easily at no cost with most messages introduced within 24 hours on most Radio affiliates.



**Message relevancy is designed for each targeted co-hort and the frequency of your message for each target can be adjusted to meet your objectives.**

# DEVELOPMENT & MARKETING SUPPORT



## Our Implementation Support

In order to provide support in the accomplishment of your goals, Metro Networks offers the following support:

Meet or conference with agency personnel to discuss Metro Networks, answer questions and further explain the services we offer.

- Complete a comprehensive Client Needs Analysis to assist in the quantification and qualification of each particular client program marketing needs.
- Prepare marketing research supporting a proposed campaign, including any research helpful in determining the success in reaching ethnic or minority populations.
- Provide assistance and support in writing of copy and the creation of messages to address the various needs and educational campaigns, and in the selection of markets and the number of sponsorships for these campaigns.

Once a campaign has been designed and the various elements of markets, messages, dates, frequency, number of sponsorships required to successfully meet the stated goals, and an order placed, Metro Networks will assign a contract coordinator to confirm with each market the receipt of the proper COPY and performance schedule and to track the execution of each element of the order.



# DEVELOPMENT & MARKETING SUPPORT

As an integral part of the service provided, Metro Networks shall create the rotations and place the messages on the radio stations affiliates within the selected markets. This eliminates all need for the government to research, identify, contact and negotiate with individual radio & television stations or networks and web/mobile sites & networks.

All contracts will be completed as required and performance will be reported individually from each market and a notarized Affidavit of Performance will be delivered to the proper agency representative. You will see exactly when and where each sponsorships aired by station, date & time.

## COR SUPPORT

Metro Networks will faithfully execute each contract working with the COR as directed. Contractor Reports are easily read and will be provided to ensure the COR and our team are always in synch so deadlines & milestones are met.

Contractor Task Report		Contractor Contact	
Report Date 9/22/2014		Richard Flinn (301) 628-2470 richardflinn@ttwnetwork.com	
GSA Order Number USGSA9999999999	GSA Requisition Number USGSA99999999		
Client YOUR AGENCY HERE.	Client Contact (COR) YOUR NAME, EMAIL AND PHONE NUMBER HERE.		
Statement of Work Traffic Sponsorships for the YOUR AGENCY HERE.			
TASK NUMBER	TASK	COMMENTS	DUE DATE
1.1	Kick Off Meeting: Within one week of award complete a conference call to discuss general requirements; Dates to schedule, Message(s) copy scripts.	TELEPHONE CONFERENCE CALL FRIDAY 9/26 11AM EASTERN. OUTLOOK MEETING INVITE SENT. TASKS TO COMPLETE: DETERMINE DATES TO SCHEDULE CAMPAIGN IN OCTOBER, NOVEMBER.	1 week after award.
1.2	Kick Off Meeting: Submit electronic summary (minutes) of meeting within 3 days following meeting.		3 days after meeting.
1.3	Draft Project Milestone Plan: submit to COR; schedule dates & provide copy specifications.		1 week after kick off.



## EXAMPLES OF SUCCESS.



**HRSA Public Education Campaigns.**  
Targeted various at risk populations.



**2010 Census Public Education.**  
Informed public of door-to-door program.



**Recruitment and employer support**  
campaigns over multiple years.



**Recruitment Open Houses.**  
Publicized locations, dates & times.